2x more monthly clients year-over-year with Webchat

Missing out on new clients every day

SkinSpaMed is a spa and cosmetic surgery center offering celebrity-level services at an affordable rate. After a year using BirdEye's review platform, SkinSpaMed had generated nearly 30% more reviews and earned a 4.6 average rating, boosting them to the top of search results and driving more visitors to their website. To make sure these visitors found answers to any questions standing between them and their first appointments, SkinSpaMed added BirdEye Webchat to their website.

"Why wouldn't we communicate with our potential clients and consumers where they are — on their phones?" said Jason Hartline, a marketing consultant who partners with BirdEye to manage SkinSpaMed's online reputation.

"We've doubled our monthly new client appointments, all thanks to Webchat. The ability to reach out to each website visitor and answer questions wherever I am, at any time of day is a total game-changer."

Jason Hartline
Marketing Consultant for SkinSpaMed

Hartline simply copied and pasted a code into SkinSpaMed's website and their Webchat was live.

Providing the right information at the right time

The chats began pouring in, mostly from prospective clients needing information before booking their first appointment.

"We get questions about everything from pricing, to what to expect, to general 'What does this mean?', 'Can you help me to diagnose what I'm looking at?' ," said Hartline. "I get multiple chat requests a day, even over the weekend — we get them all the time."

Website visitors provide their phone number along with their question, then Hartline texts them back from the BirdEye mobile app. This way, Hartline doesn't need to monitor his computer screen for messages, and website visitors can get information on-the-go.

BirdEye stores all contacts from Webchat in Messenger, a unified inbox where Hartline can manage all his customer conversations and initiate new ones. Some Webchats didn't lead to new appointments immediately, so Hartline used BirdEye's SMS campaigns to send relevant promotion announcements to prospects who needed a little nudge.

"It worked as data capture in general so if a potential client didn't immediately jump into it I still fed their information into the funnel to hopefully turn them into clients later on," said Hartline. "If someone messaged us but didn't become a client right away I would take their info and put them into a specific campaign."

Hartline didn't only reach out to prospective customers. He also wanted to make sure existing customers kept coming back.
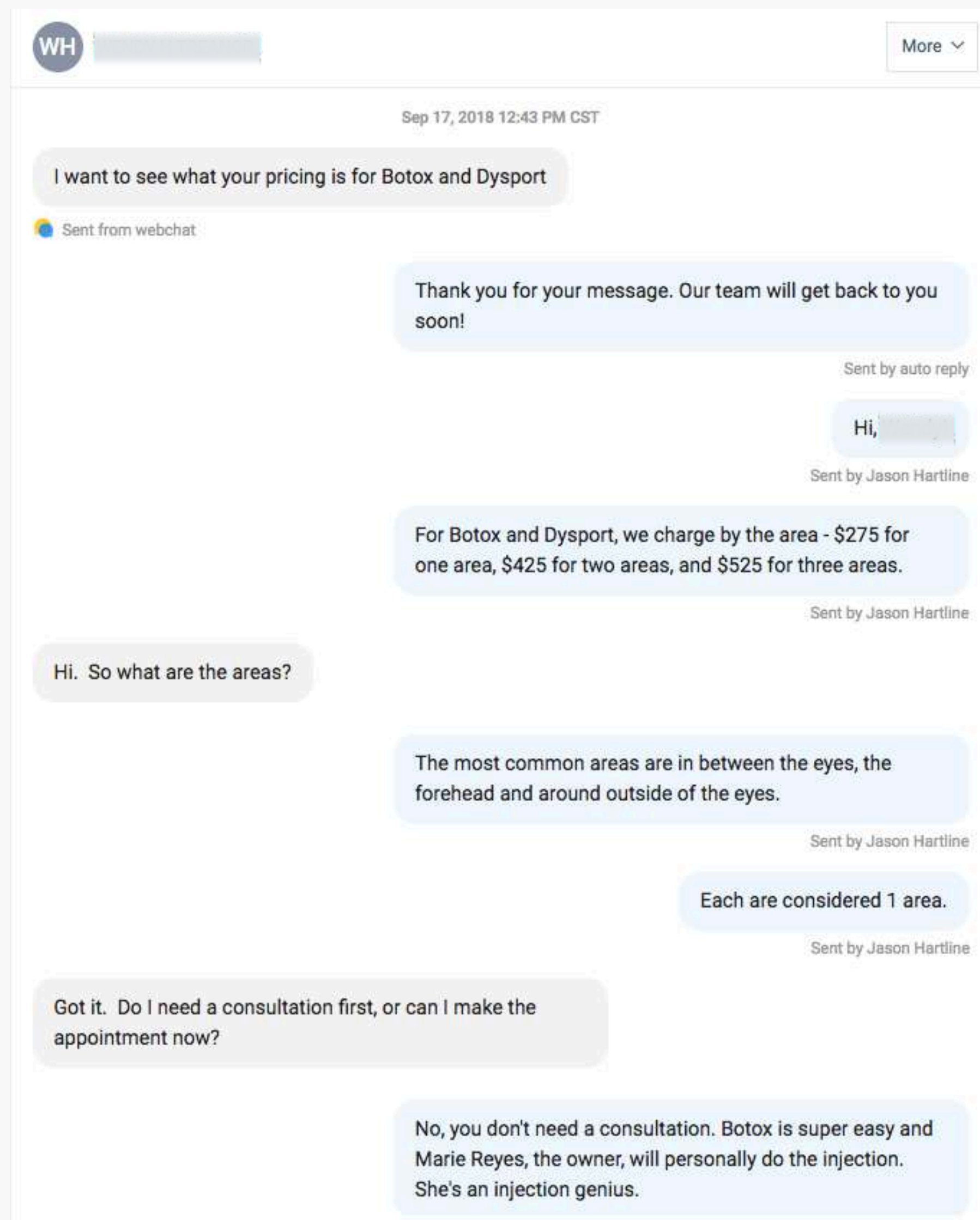
"I use it as a tool to upsell as well, to say 'You just got this, don't forget you need this and this,' ," Hartline said.
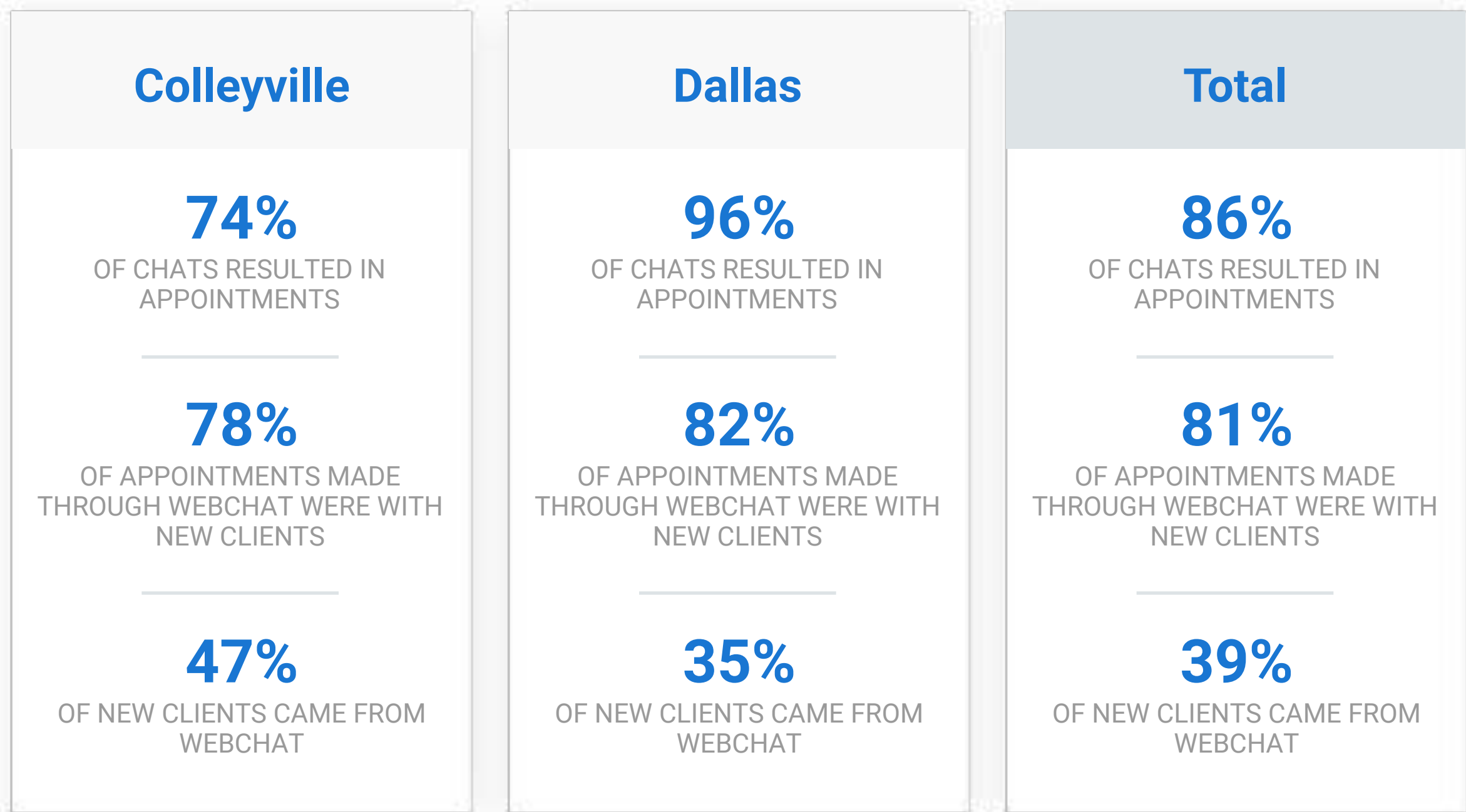
With Messenger, Hartline could easily answer questions about promotions, then follow up after the service with a review request in the same text conversation. This helped the review request come across as genuine and relevant rather than a marketing blast, making customers more enthusiastic about leaving a review.

Meanwhile, Hartline continued using BirdEye to automatically send every client a review after an appointment. The steady flow of new reviews kept SkinSpaMed at the top of Google's local pack, drawing more visitors to their website.
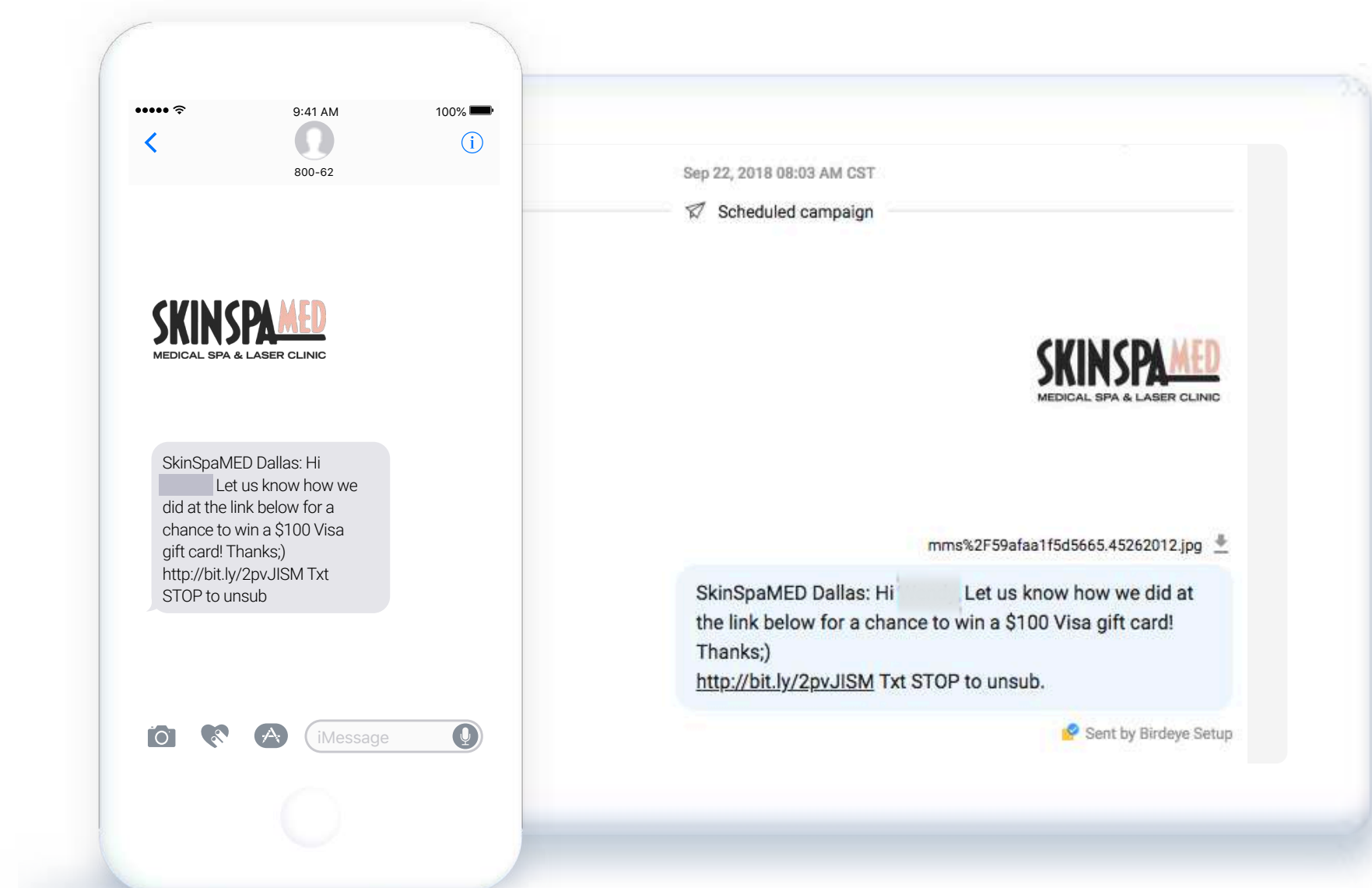

New reviews, more website traffic, new clients: a continuous cycle

In their first month with Webchat, 86% of incoming chats converted into booked appointments, and 81% of those appointments were with new clients. Both Colleyville and Dallas received substantially more new clients month-over-month as a direct result of Webchat.

Colleyville	Dallas	Total
74%	**96%**	**86%**
OF CHATS RESULTED IN APPOINTMENTS	OF CHATS RESULTED IN APPOINTMENTS	OF CHATS RESULTED IN APPOINTMENTS
78%	**82%**	**81%**
OF APPOINTMENTS MADE THROUGH WEBCHAT WERE WITH NEW CLIENTS	OF APPOINTMENTS MADE THROUGH WEBCHAT WERE WITH NEW CLIENTS	OF APPOINTMENTS MADE THROUGH WEBCHAT WERE WITH NEW CLIENTS
47%	**35%**	**39%**
OF NEW CLIENTS CAME FROM WEBCHAT	OF NEW CLIENTS CAME FROM WEBCHAT	OF NEW CLIENTS CAME FROM WEBCHAT

"We more than doubled our new clients for two straight months after implementing Webchat, and we doubled our booked appointments," said Hartline.

2x

MORE APPOINTMENTS
YEAR OVER YEAR

2x

MORE CLIENTS
YEAR OVER YEAR
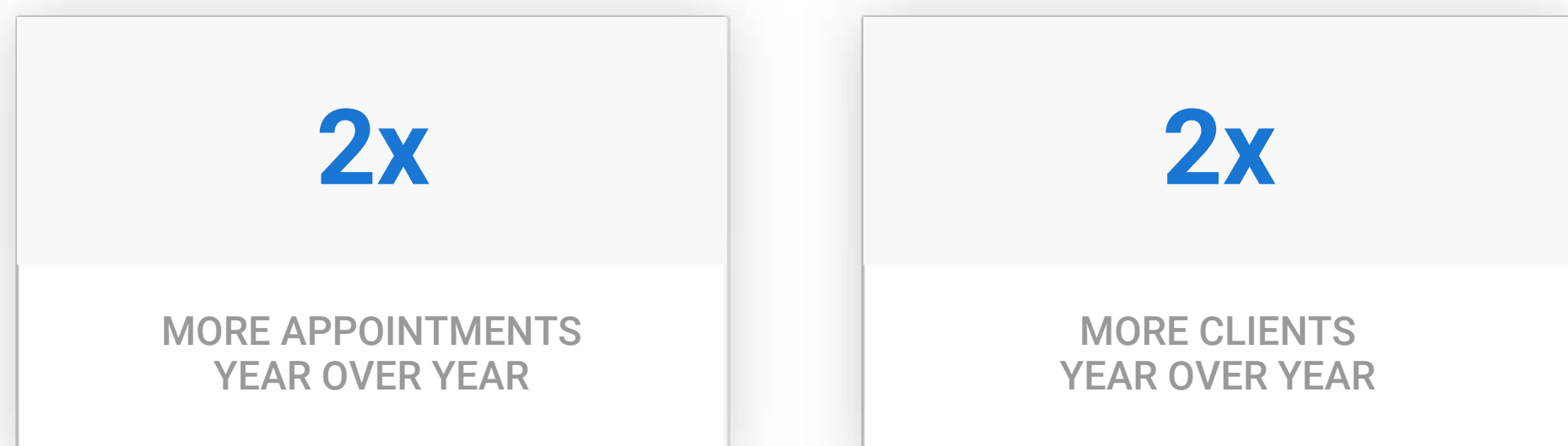
SkinSpaMed's success with Webchat was accelerated by their review generation efforts. As new reviews came in, SkinSpaMed began ranking higher in search results, driving more traffic to their website. As visitors arrived, Webchat allowed SkinSpaMed to engage immediately and seal the deal. In the months since launching Webchat, both SkinSpaMed locations have continued to book appointments and sign up new clients at a faster rate than ever.

About BirdEye
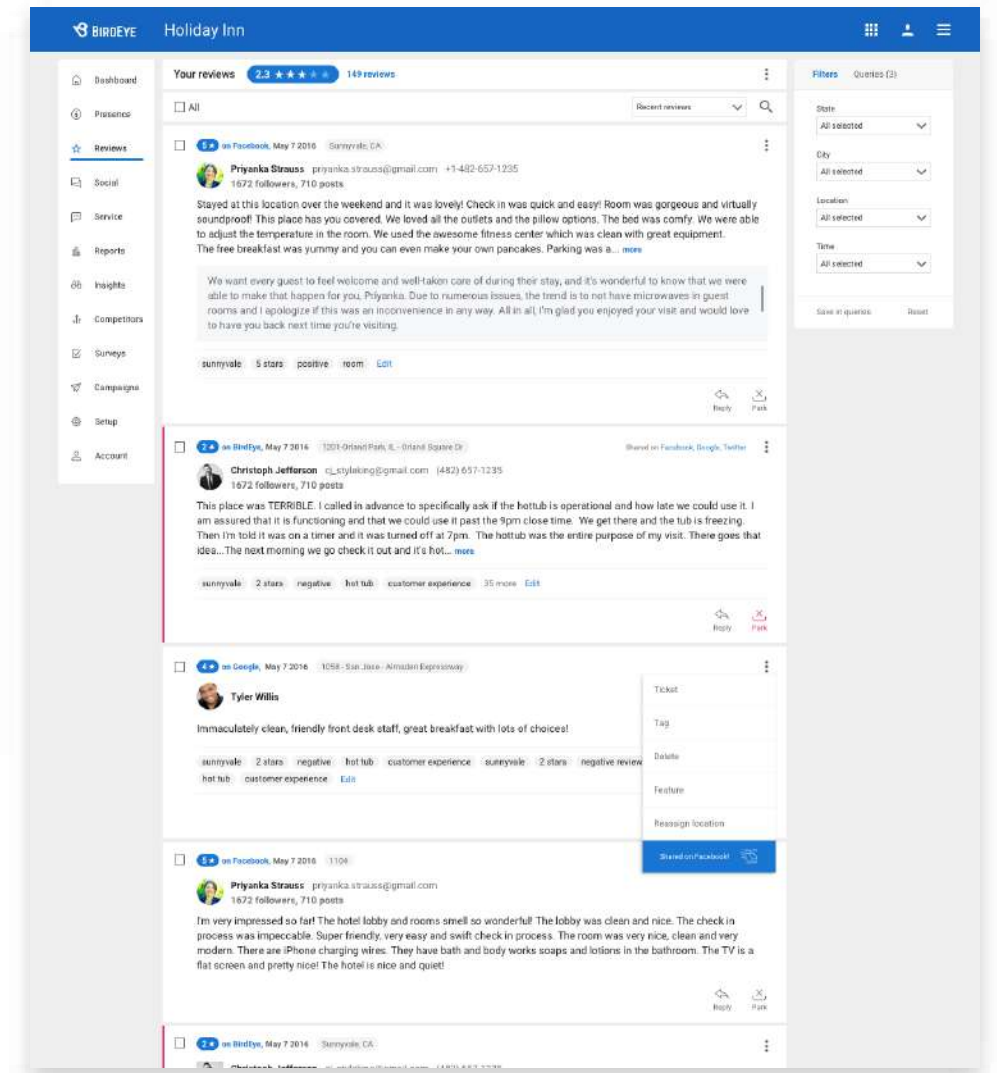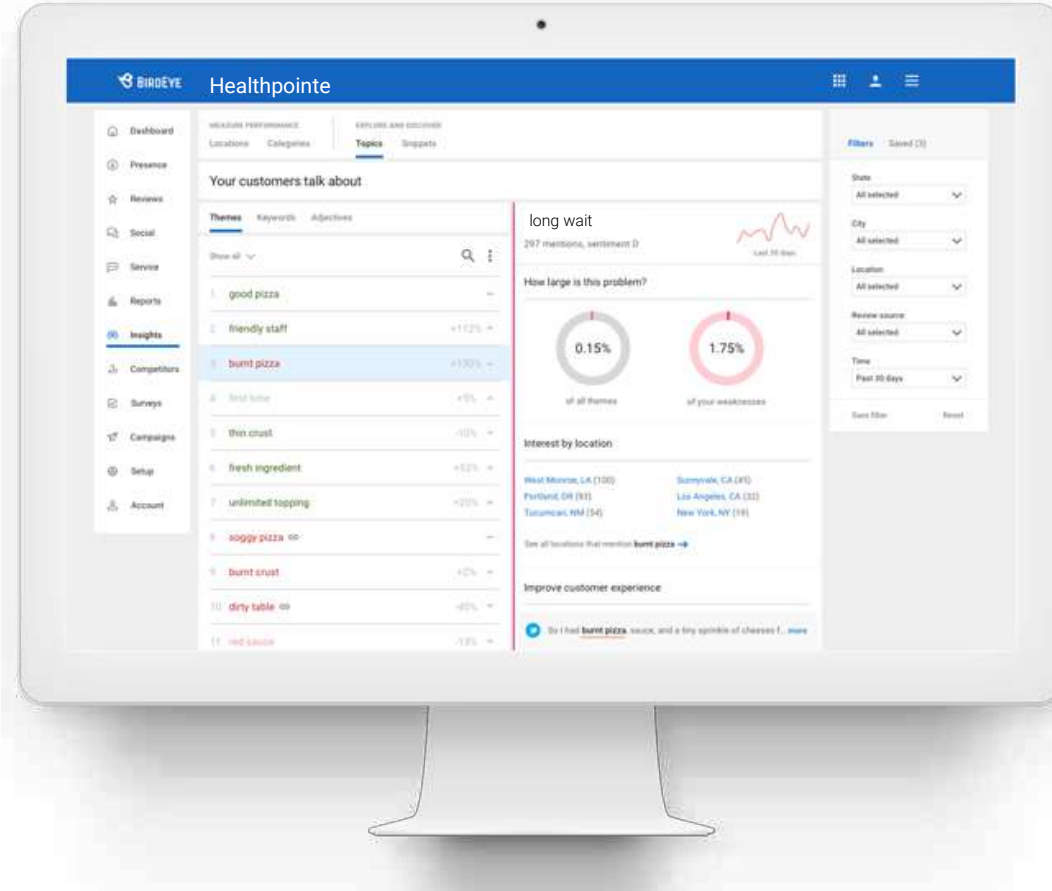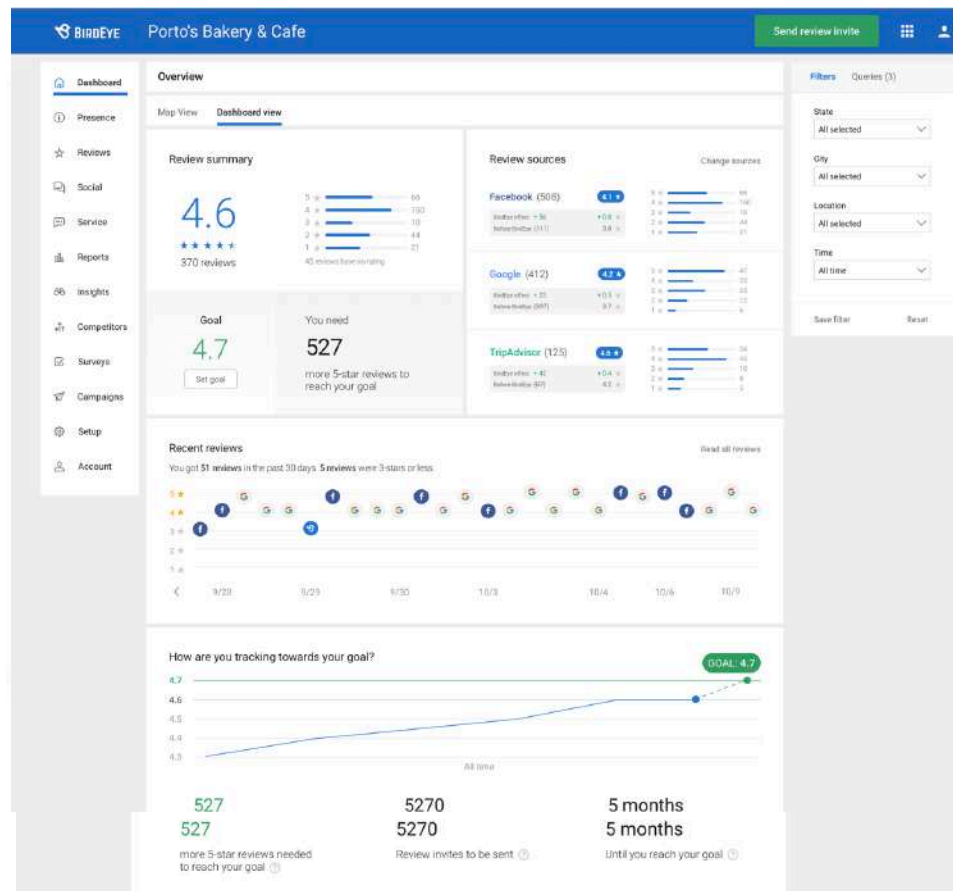
BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/
To learn more, go to birdeye.com or call toll-free #1-800-561-3357.

BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments.
Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.